PHILIP MORRIS U.S.A.

Inter Office Correspondence

TO: DISTRIBUTION

DATE: January 4, 1996

FROM: Wendy Marin

SUBJECT: WHISTLE STOP DEBRIEF

Attached is a debrief from those in the OPB group who went on the Whistle Stop drive in November. It contains information that we can use to obtain better results in the retail environment. I marked those points I felt were relevant. Let me know what you think.

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WHISTLESTOPDEBRIEF.WMMEMO

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